

Avoiding Conflict During Environmental Investigation and Restoration through the Use of Simple But Effective Community Involvement Techniques

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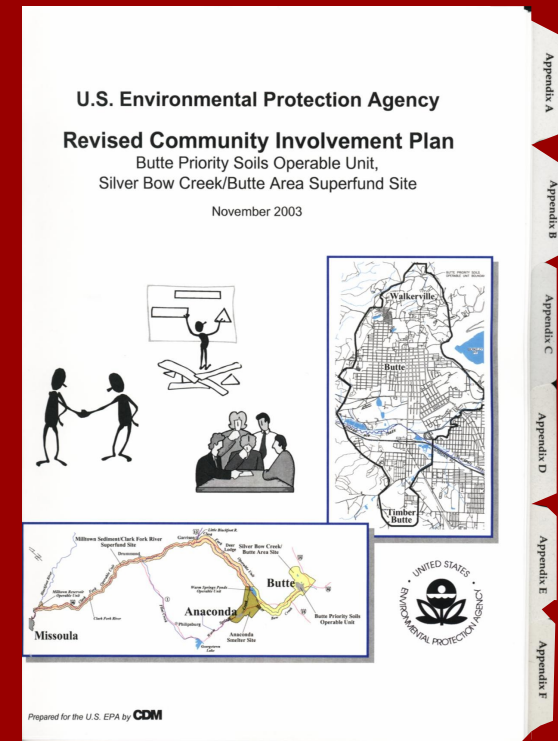
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Plan Your Actions

- ◆ Read the site work plan and involve the technical staff to identify goals
- ◆ Identify budget and schedule constraints and personnel resources
- ◆ Choose your tools:
 - ◆ written materials
 - ◆ media involvement
 - ◆ public events
 - ◆ other (movies, websites, etc.)
- ◆ Get feedback
- ◆ Write it all down (CI plan or something less formal)



“If you fail to plan, you plan to fail”

CI Tools - Written Materials

- ◆ Door tag
- ◆ Post card
- ◆ Letter
- ◆ Fact sheet
- ◆ Residential information packet
- ◆ Color multi-page brochure



Most are cheap and easy to prepare and modify

Door Tag

- ◆ An easy way to get information from otherwise “hard to reach” individuals
- ◆ Colored card-stock, double-sided, rubber band to door handle
- ◆ Team picks them up from door knobs after they are filled out

Sorry We Missed You!

In the next two weeks, EPA will be sampling your neighborhood (see the attached flyer).

We want to briefly explain the sampling to you and get your signed consent to sample.

We will return on _____.

If you think you will not be home when we return, please complete the flip side of this tag. Then, please

hang this tag on your doorknob.

We will pick it up and get to you at your convenience.

Thanks for your cooperation!

PLEASE

✓ check the appropriate boxes
✓ fill in the blanks

I would like to participate in the sampling:
☐ Yes ☐ No ☐ Not Sure

I know/suspect I have vermiculite in my:
☐ Attic ☐ Garden ☐ Other

The best time to reach me is on _____ between _____ and _____.

☐ You may call me at _____

☐ I will be unavailable for the next few weeks, but give my consent for EPA to collect soil samples in my absence.

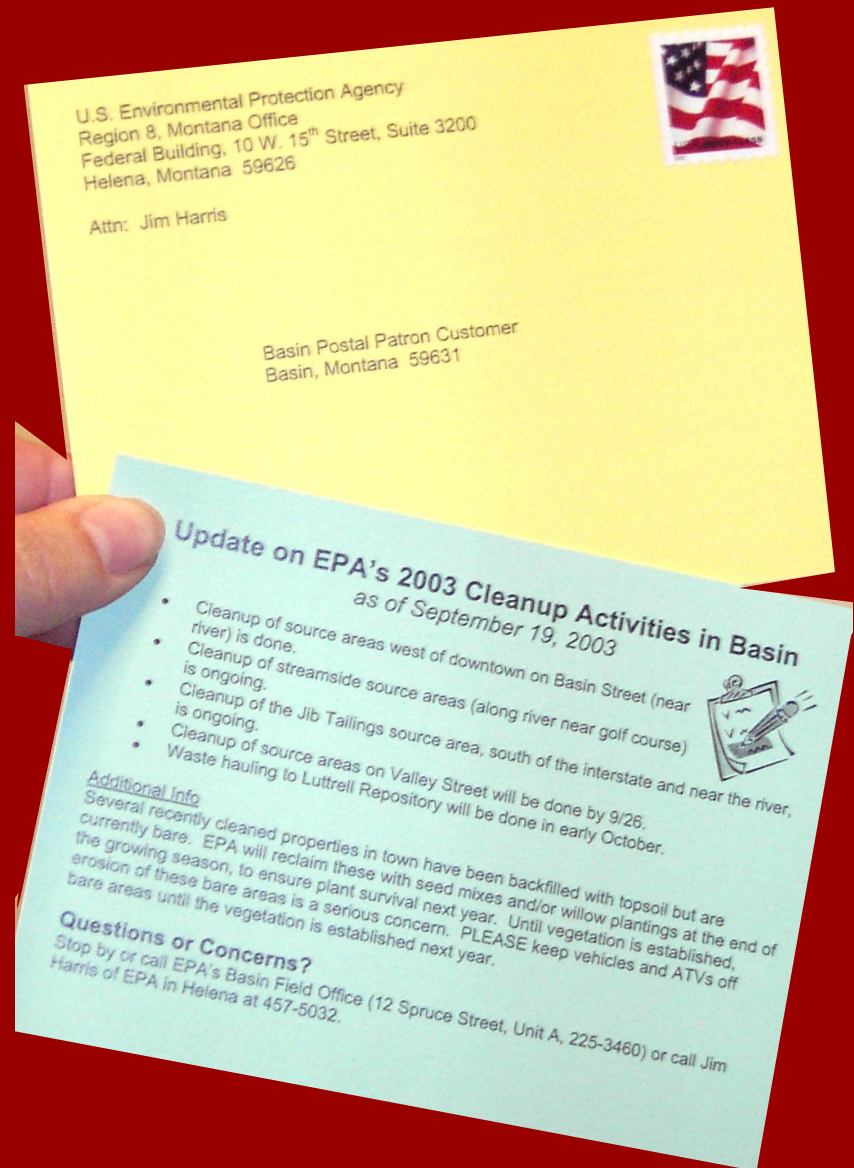
Signature _____ Date _____

If you feel uncomfortable leaving this tag on your door, please call EPA's Info Center, at 293-6194.

We will take the information by phone or arrange for someone to come to you at your convenience.

Post Card

- ◆ Easy way to quickly notify an audience of a simple message (e.g. public meeting or activity update)
- ◆ Good for multiple mailings over time (construction projects)
- ◆ Send to mailing list or to a zip code area



Letter

- ◆ Good for delivering sample results and for documenting multiple attempts to make contact
- ◆ Can be sent to specific individuals or the whole mailing list
- ◆ Use client logo or seal on envelope to encourage opening



Don't Miss Your Chance to Participate in Sampling Program!

September 23, 2002

Dear Homeowner or Renter:

For the past several months, the U.S. Environmental Protection Agency (EPA) has been going door-to-door to visit with residents about the residential and commercial asbestos sampling program. ***Our goal is to sample every residential and commercial property in Libby*** to determine if Libby asbestos is present, typically as vermiculite in the soils or as insulation.

If no Libby asbestos is detected in the samples from your property, EPA will issue a letter to you stating that the property does not need to be included in the clean up program. If Libby asbestos is detected, EPA will add your property to the list of those to be cleaned. The cleanup will be done at no cost to you. Participation in these activities should provide you with peace of mind regarding potential asbestos-related health issues, and should also make it easier for you to assure potential buyers that the property is free from risks associated with known sources of Libby asbestos.

To date, ***we have made at least five attempts to contact you by visiting your home.*** On each occasion, we have left a hangtag asking you to indicate your interest in participating, either by leaving a completed hang tag on your door knob or by calling the local EPA Information Center. We have not received a response.

If you wish to participate in the sampling, it is very important that you **FILL IN THE ENCLOSED ACCESS AGREEMENT AND MAIL IT BACK TO US.** If you would rather talk to someone about the sampling before signing the access agreement, please call or visit the EPA Information Center (293-6194)! We should be finished with the sampling by the end of October 2002, and need to hear from you ***before that time***, in order to ensure that your property is included.

Please do not hesitate to call the EPA Information Center, if you have any questions.

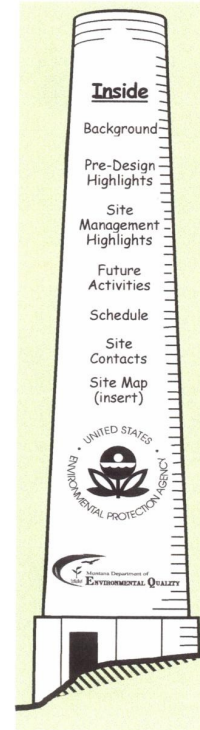
Thank you for your cooperation!

EPA INFORMATION CENTER
501 Mineral Avenue, Libby, Montana 59923
(293-6194)

Fact Sheet

- ◆ **Simplicity depends on client's wishes (pages, color or B&W, pictures, graphics)**
- ◆ **Single or multiple topics**
- ◆ **Explains a complex message through words and pictures**
- ◆ **Tell people about the good work you are doing!!**
- ◆ **Try newspaper inserts as a delivery mode**

Anaconda Regional Water, Waste, and Soils *Superfund Site Progress Update -November 2000*



Site Background

The Anaconda Regional Water, Waste, and Soils (ARWW&S) Operable Unit (OU) is part of the Anaconda Smelter NPL site. The Smelter NPL Site is located at the southern end of the Deer Lodge valley, and is the location of the former Anaconda Copper Mining Company ore processing facilities. These facilities were developed to remove copper from ore mined in Butte during the period from 1884 through 1980. In 1977, the Atlantic Richfield Company (ARCO) purchased the assets of Anaconda Copper. Four years later, ARCO ceased smelting activities in Anaconda.

The ARWW&S OU includes the Old Works, the Arbiiter Plant, Smelter Hill, numerous piles and waste ponds, various demolition dumps, and extensive acreage contaminated by areal deposition of smelter stack emissions. Historic smelting produced wastes with elevated concentrations of arsenic and metals such as copper, cadmium, lead, and zinc. These contaminants pose potential risks to human health, wildlife, and aquatic organisms in nearby streams. An assessment of the pollution problems associated with the metals led to listing on the National Priorities List (NPL) of Superfund sites in 1983. As site owner, ARCO is the potentially responsible party (PRP).

The ARWW&S OU is intended to be the last OU at the NPL site requiring a remedy decision and will address all remaining contamination and impacts to surface and ground water, waste source areas (e.g. slag and tailings) and non-residential soils not remediated under prior response actions. These include the Old Works/East Anaconda Development Area and Community Soils OUs.

The ARWW&S OU will also bring closure to all previous OUs and removal action, including the Smelter Hill OU,

Mill Creek OU, and Flue Dust OU. The OU is intended to coordinate land use decisions made by Anaconda Deer Lodge County through adoption of a Master Plan and Development Permit System, land ownership by the PRP, long-term maintenance of wastes-left-in-place through designation of Waste Management Areas, and use of institutional controls to support protective engineering remedies in the final Record of Decision.

Record of Decision

In 1998, EPA and the Montana DEQ signed the Record of Decision for the ARWW&S OU. That document specified several remedies for the waste media types found throughout the OU. The components of these remedies include soils and waste materials, ground water, surface water, institutional controls, operations and maintenance, and remedial design/remedial action management. All of these media-type remedies and their specific components comprise the *Selected Remedy*. The Selected Remedy of the Record of Decision will achieve reduction of risk to human health and the environment through:

- Prevention of human exposure, where such exposure would pose an unacceptable health risk for the land use, by use of selective removal, reclamation, or engineered cover.
- Stabilization of contaminated soil and waste material against wind and surface erosion.
- Minimizing transport of contaminants to ground water and surface water receptors.

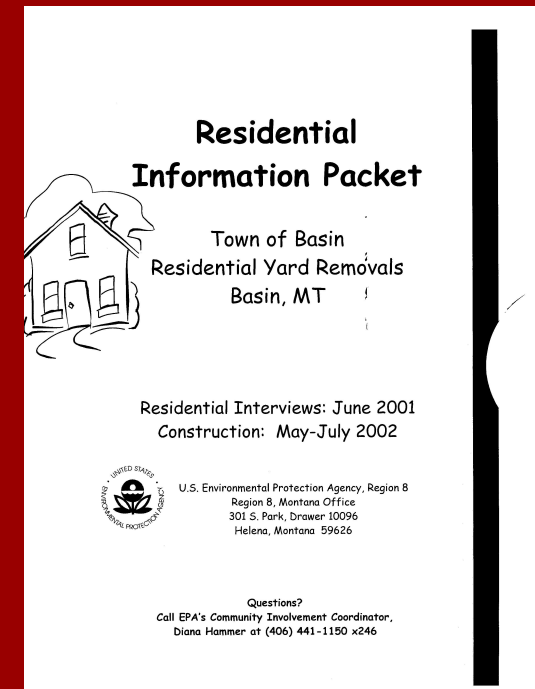
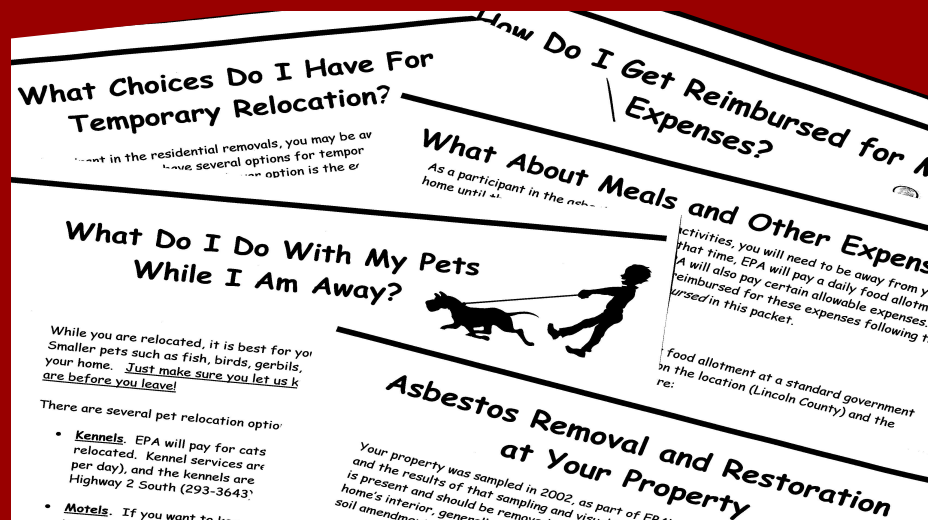
Questions?

Call Milo Manning in Anaconda at 563-5538!

One in a series of updates on Operable Units within the Anaconda NPL Superfund Site

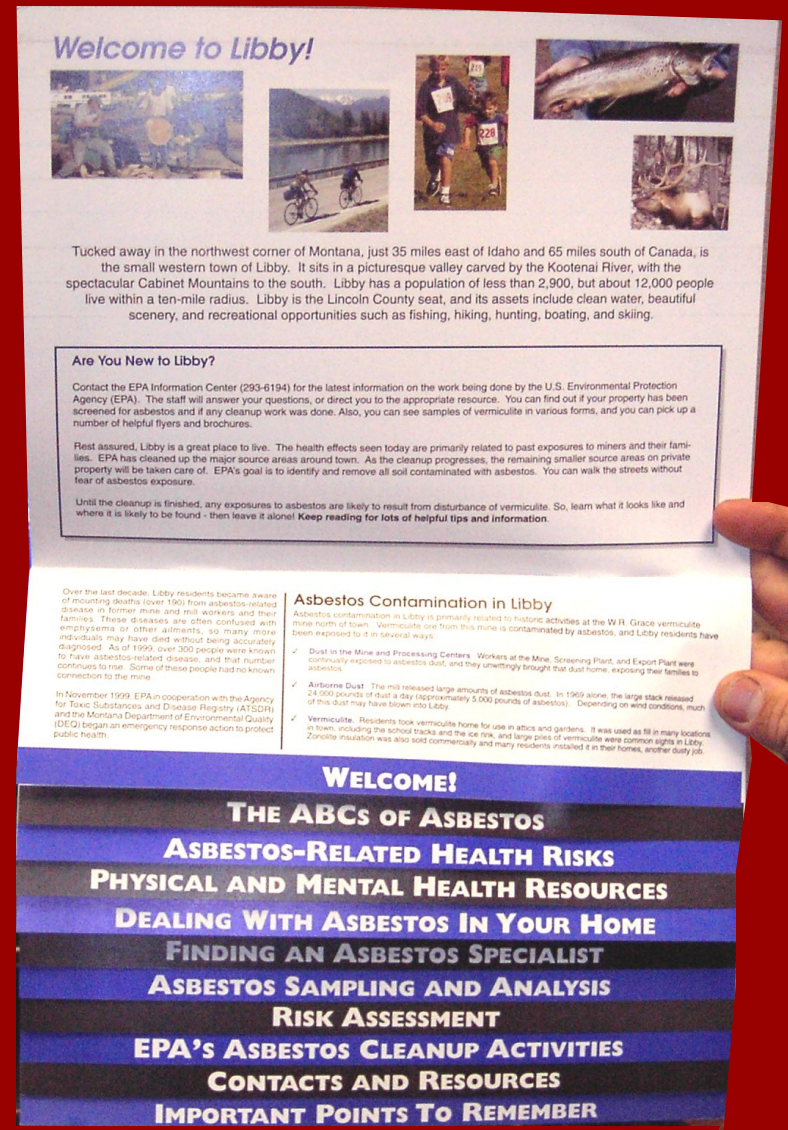
Residential Information Packet

- ◆ Peel and stick folders can be put together in-house as needed
- ◆ Can be changed easily and often
- ◆ Plenty of space for inserts and papers they need to keep



Color, Multi-page Brochure

- ◆ Can be expensive to prepare and lead time can take several months
- ◆ Lots of graphics and color
- ◆ Good for a complex, long-term message
- ◆ Good handouts at public outlets and events



CI Tools - Media Involvement

- ◆ Interview with newspapers
- ◆ Press release
- ◆ “Guest” column
- ◆ Regular update ad



Interview with Newspapers

- ◆ Client talks to the press
- ◆ Help arrange the interview and provide backup material



Press Release

- ◆ Draft or prepare for client (some do it themselves)
- ◆ Send to wire services, local papers, and radio and TV stations
- ◆ Use liberally (sampling events, etc.) to get the most coverage

Guest Column

- ◆ Features the client
- ◆ Draft, “ghost write”, or just provide assistance
- ◆ Some papers want payment and you have to place as an ad

Regular Update Ad

- ◆ Use actual or composite question
- ◆ Establishes a long-term, easy-to-read source of information for the community

OPINION

EDITORIAL BOARD
HEIDI WRIGHT PUBLISHER
JEFF GIBSON OPINION PAGE EDITOR
GERARD O'BRIEN EDITOR

Getting involved with Superfund

In August 2003, the U.S. Environmental Protection Agency (EPA) conducted a series of interviews with local citizens regarding Superfund cleanup work in Butte. Several points were made abundantly clear to EPA during the interviews. First, citizens of Butte ARE interested in knowing what EPA is doing, especially when it comes to reclamation and land-use issues. Second, citizens of Butte want a chance to provide input, but are often unsure about how and when this can be done. The interviews were part of the process of updating EPA's overall Community Involvement Plan in Butte. The updated plan is available at Butte's EPA office -- 155 W. Granite.

As part of EPA's overall commitment to community involvement and rekindling public interest, we have asked and The Montana

a citizen work group, land-use issues related to Upper Silver Bow Creek Channel (formerly known as Metro Storm Drain) and other locations, attic dust, and effective ways to provide public comment. We welcome any suggestions for topics you would find interesting.

Keeping public interest alive for such an extended period at such a complex site has been difficult but EPA has attempted to do so with fact sheets, public meetings, and news articles. We have reached a point in the process where it is critical that interest be rekindled.

Significant opportunities for public input are approaching as the Superfund process reaches a critical decision making stage. Those opportunities include participation in a work group, comment on technical documents such as the feasibility study which looks at cleanup options, and comments on EPA's proposed plan when it is formulated.

include the Berkeley Pit. Contamination (lead, arsenic, cadmium, copper, and zinc) is the result of mining, milling, and smelting activities conducted from the 1860s to 1990s.

EPA believes it is important for the community to be involved in the Superfund decision-making process. There are several points in the process where community input can have a major impact on the type of cleanup chosen or the appearance of the cleaned up properties - especially in urban areas where end land use is so important.

Unlike the neighboring Milltown Dam site, where there is a single contaminant source and a relatively straight forward set of remedial options, Butte Priority Soils includes multiple sources of contamination spread across an urban landscape. Thus, like many Superfund sites, addressing the complex issues related to

Wendy Thoni



 **ASK EPA !!**
Questions and Answers
about Asbestos and EPA's Investigation

Q: Why is EPA sampling residential properties? Is it too late to get my house sampled?

A: For the past several months, EPA has been collecting environmental samples as part of the our Contaminant Screening Study (CSS). *Our goal is to sample every residential and commercial property in Libby* to determine if Libby asbestos is present, typically as vermiculite in the soils or as insulation. To date, we have sampled over 2,100 properties.

Participation in the CSS will provide you with information regarding the presence or absence of Libby asbestos in your home or on your property. It may also make it easier for you to assure potential buyers that the property is free from risks associated with known sources of Libby asbestos. If no Libby asbestos is detected in samples from your property, EPA will issue a letter stating that your property does not need to be included in the clean up

CI Tools - Public Events

- ◆ Personal interview
- ◆ Public meeting/Open house
- ◆ Workshop
- ◆ Technical working meeting
- ◆ Presentation to schools or service organizations
- ◆ Social event



Personal Interview

- ◆ Important at the start of a project to determine what the public wants
- ◆ People can speak freely without feeling they are on display
- ◆ Can diffuse potentially explosive situations arising from misconceptions, rumors, etc.



Public Meeting/Open House

- ◆ **Public meeting - good for short presentations, announcements, and taking recorded comment**
- ◆ **Open house - good for educating the public and gathering local information**
- ◆ **Open house has individual tables set up by topic area (groundwater, soils, site history, reclamation, etc.) staffed by technical team members**
- ◆ **Don't rely on them alone. Most people do not attend public meetings or open houses!**



Open House and Public Meeting for C.R. Kendall Mine Reclamation

CDM is an independent, third-party consultant hired by DEQ to prepare an Environmental Impact Statement for the reclamation of the C.R. Kendall Mine. We will be hosting an **open house** and a **public meeting** in Lewistown on **Wednesday, April 9, 2003**. The open house will be from **4:00 to 6:00 pm**. The public meeting will follow from **6:30 to 9:00 pm**.

The open house will be an opportunity for the public to meet one-on-one with technical staff having expertise in various areas (such as water quality or mine reclamation) to discuss the issues and view maps, posters, etc. The public meeting will bring the public up to date with what's going on and let them voice their opinions. People with an interest in the reclamation of the mine are encouraged to attend these events.

Both the open house and the public meeting will be held at the Yogo Inn, 211 E. Main, in Lewistown.

For more information call Karen at CDM in Helena (406) 495-1414 x311. Also, please let us know by April 2 if you require accommodations under the Americans with Disabilities Act.

Workshop

- ◆ Good exposure
- ◆ Costs and time increase with complexity
- ◆ Example: 2-day redevelopment workshop with over 18 speakers including U.S congressman, senator, and governor

Technical Working Group

- ◆ Facilitated meeting with technical staff and site stakeholders
- ◆ Focuses on a specific topic
- ◆ Brings together people with opposing opinions and works toward a compromise solution
- ◆ A few hours or several sessions over a number of days



Dream It. Do It!

Economic Revitalization Workshop for South Lincoln County
April 24, 25, and 26, 2003

The public is invited to attend a workshop designed to provide economic development leaders in South Lincoln County with an opportunity to meet with individuals, agencies, and organizations that can assist in implementing an economic revitalization action plan for the communities.

The workshop will consist of a series of "hands-on" working sessions, rather than speaker presentations. Attendees will hear the "experts" from inside and outside the communities discussing the difficult issues and next steps on a variety of projects to benefit the whole community.

- **April 24 – Welcoming reception**, Memorial Center, 7 to 9 pm
- **April 25 – Workshop sessions and presentations**,
 - Memorial Center (8am to 10:am)
 - Lincoln Co. Campus/Flathead Valley Community College, 10:30 am to 1 pm
 - VFW (working lunch, 12 pm to 1:15 pm, and a mixer, 5:30 pm to 7 pm)
- **April 26 – Workshop sessions and presentations**, LCC/FVCC, 8 am to 1 pm

Featured speakers include: U.S. Senator Conrad Burns, U.S. Representative Dennis Rehberg, Governor Judy Martz, and Roger Brooks of Destination Development.

For more information on the reception, workshop agenda, and speakers, call the EPA Information Center at 293-6194.

Brought to you by the Healthy Communities Task Force, with sponsorship from the U.S. EPA

Presentations to Schools or Service Organizations

- ♦ **Provides information to groups who are likely to pass it on**
- ♦ **Generally an hour or less**
- ♦ **Very relaxed and non-confrontational**

Social Events

- ♦ **A chance to mingle with the locals**
- ♦ **Generally paid for by subcontractors**
- ♦ **In a small community, a barbeque, social hour, or some other event can be very successful**

CI Tools - Feedback

- ◆ Why you need it
- ◆ How to get it
- ◆ What to do with it



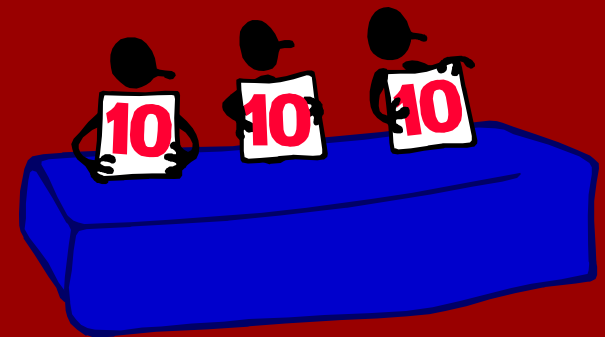
You haven't really implemented your plan until you get feedback!

Why to Get Feedback

- ♦ Is the message getting through to the target audience?
- ♦ Do they feel they are involved in the process?
- ♦ Are they satisfied, happy, worried, confused?

How to Get Feedback

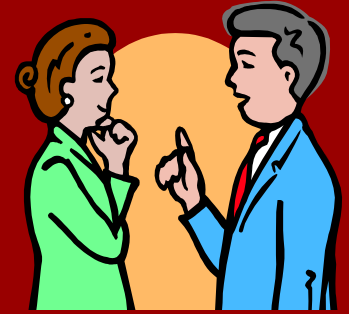
- ♦ Interviews
- ♦ Casual conversations
- ♦ Measurement of project goals
- ♦ Site-specific surveys



If you don't know, you may be wasting time and money and heading for future problems!

Interviews

- ♦ Ask carefully-selected, prepared questions
- ♦ Keep it short and give them opportunities to talk
- ♦ Let them know that their input is useful



Casual Conversations

- ♦ 5 minute chats with locals in stores, coffee shops, etc.
- ♦ “So, what do you think about?”
- ♦ Don’t argue and be sure to write it down afterwards

Measurement of Project Goals

- ♦ Are sampling/interview/remediation/other goals being met?
- ♦ Are the problems due to a lack of communication or other causes (unrealistic expectations, equipment failure, etc.)

Site-Specific Surveys

- ◆ Use a short list of carefully designed questions
- ◆ Provide an easy way for them to return the survey at no cost
- ◆ Tell people their input is important
- ◆ Give to a broad audience
- ◆ Tally results often
- ◆ Be prepared for the bad, as well as the good - it's all useful

We Need Your Feedback!



Dear Libby Resident:

The remediation and restoration activities that were completed at your property were designed to remove the significant potential sources of Libby Amphibole asbestos from your property, thereby eliminating any potentially significant asbestos-related health threats and concerns for you and for future property owners.

We would appreciate it if you could take a few moments to provide feedback on your relocation and the remediation/restoration work that was completed on your property. We are constantly evaluating the effectiveness and efficiency of our work, and your responses will help us in determining what is working well and what we might need to modify. When you are finished, please return the survey in the enclosed self-addressed, stamped envelope. If you wish, you may remain anonymous.

Name (optional): Jim Allen

Rating scale: 1= strongly agree 2= agree 3= disagree 4=strongly disagree

Relocation Issues

(please circle one)

- | | | | | |
|---|---|---|---|--|
| ① | 2 | 3 | 4 | The on-site Community Involvement Coordinator (CIC) was friendly and helpful. |
| ① | 2 | 3 | 4 | The relocation handouts I was given were useful. |
| ① | 2 | 3 | 4 | My questions were answered by the CIC in a timely manner. |
| ① | 2 | 3 | 4 | I had no problems getting in touch with the CIC. |
| 1 | ② | 3 | 4 | The CIC contacted me as often as I would have liked. |
| ① | 2 | 3 | 4 | The CIC worked to solve any problems I had (forgotten items, schedule, etc.). |
| ① | 2 | 3 | 4 | My family and I were treated with courtesy and respect during the relocation. |
| ① | 2 | 3 | 4 | I was well informed of my choices for relocation (hotel, RV, friend's home, etc.). |
| 1 | ② | 3 | 4 | I was well informed about the expected length of my relocation and was kept informed of any changes. |
| | | | | The hotel where I was relocated met my standards for: |
| ① | 2 | 3 | 4 | cleanliness, |
| ① | 2 | 3 | 4 | comfort, |
| ① | 2 | 3 | 4 | safety. |
| ① | 2 | 3 | 4 | The reimbursement paperwork was completed with minimal effort on my part. |
| ① | 2 | 3 | 4 | I received my reimbursement within a reasonable time frame (21 days). |
| ① | 2 | 3 | 4 | The per diem rate was sufficient for my family |
| ① | 2 | 3 | 4 | The reimbursement policies were fair and appropriate. |

Using Feedback

- ◆ **Document it!**
- ◆ **Tweak future performance and operating procedures**
- ◆ **Motivate the field team**
- ◆ **Demonstrate success to management, client, and public**
- ◆ **Assist in marketing efforts**

“Thank you for the job well done and the friendliness and courtesy you gave me.”

“This home is a safer place to live now. Thank you.”

“Your work and professionalism was much appreciated!”

“The work done on my property was great...”

Example Survey Results

Percent agreeing or strongly agreeing

- ◆ **Able to reach the CIC. 97%**
- ◆ **Contacted often enough. 93%**
- ◆ **Confident in the abilities of the field crew. 92%**
- ◆ **Glad the work was done. 93%**
- ◆ **Getting enough information from EPA. 86%**
- ◆ **Dust control was adequate. 89%**
- ◆ **Drivers obeyed safe speed limits. 90%**

Final Thoughts

Good community involvement:

- ♦ helps keep the project on schedule and under budget
- ♦ doesn't need to be expensive or “fancy”
- ♦ should be included early in the budget and work plan
- ♦ must be done repeatedly in many forms

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CDM***

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Don't give up. Use qualified people. Seek out help.